

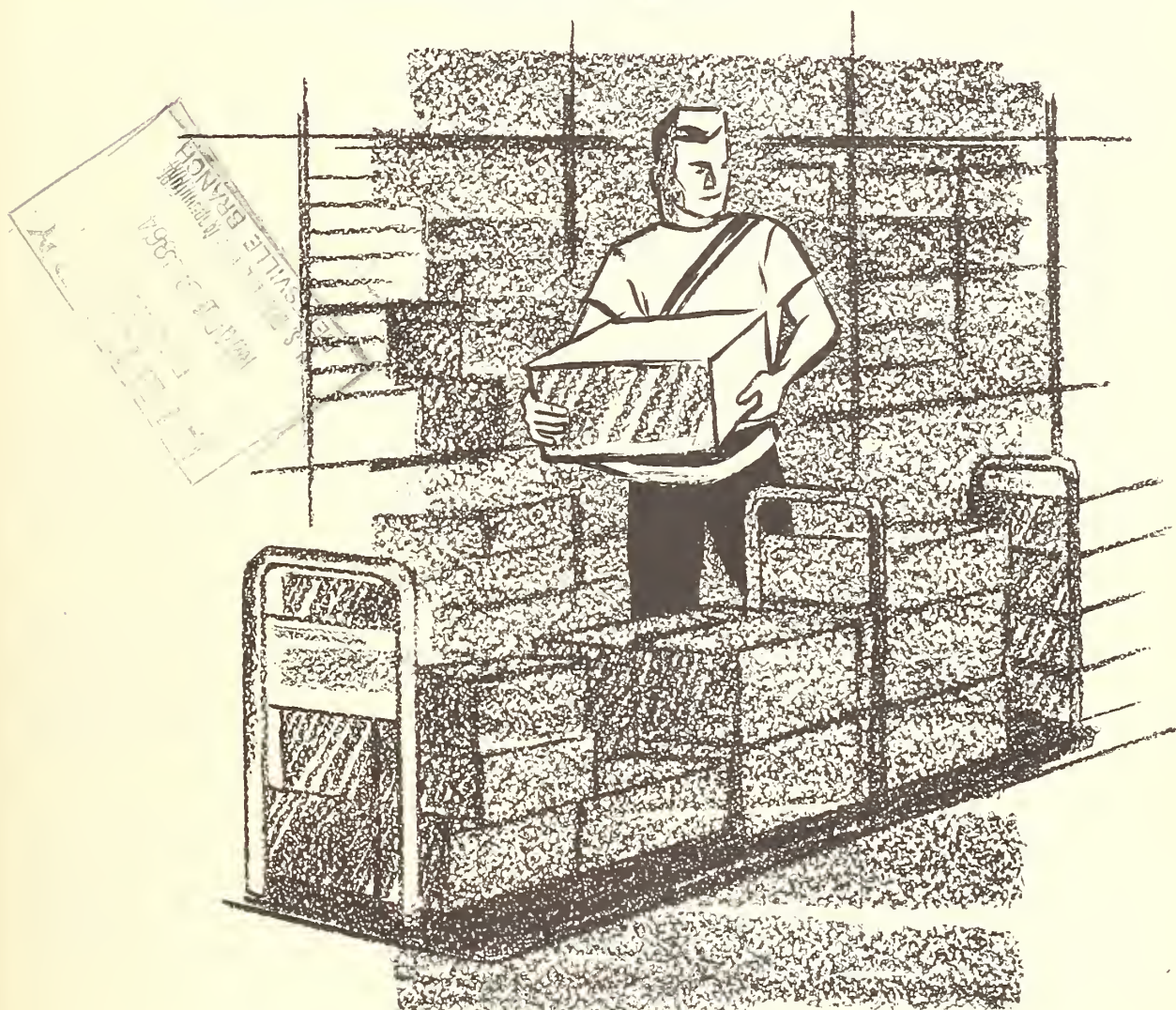
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Inventory of

FOOD PRODUCTS and BEVERAGES in WAREHOUSES at WHOLESALE, 1962



Supplement to Marketing Research Report No. 632
ESTIMATED NUMBER OF DAYS' SUPPLY OF FOOD AND
BEVERAGES IN WAREHOUSES AT WHOLESALE

INVENTORY OF FOOD PRODUCTS AND BEVERAGES IN WAREHOUSES AT WHOLESALE, 1962

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BACKGROUND AND PROCEDURE

This supplement provides a special tabulation of wholesale food and beverage inventory data. The data were collected in conjunction with a civil defense study conducted in 1962. Findings of the original study are reported in Marketing Research Report No. 632 "Estimated Number of Days' Supply of Food and Beverages in Warehouses at Wholesale."

The amount of individual food products available and their locations in the channel of distribution are of interest and importance, however, not only to defense officials in planning emergency feeding programs, but also to members of the food trade. For this reason, inventory data in this supplement are presented in pounds rather than in number of days' supply. They are listed for major food groups by wholesaler's kind of business and type of operation and for individual food products.

Inventories were developed from a national sample of approximately 5,000 wholesale establishments. They were selected from a universe of about 45,000 establishments classified in the 1958 Census of Business in the following type-of-operation categories: (1) Merchant food wholesalers, including beer distributors, but excluding distributors of wine and distilled liquor; (2) manufacturers' sales branches with stock, primarily engaged in the sale of food, including beer distributors; (3) assemblers of edible farm products; (4) nonfood merchant wholesalers and farm product assemblers reporting food sales, including wine distributors; (5) warehouses of retail multiunits engaged in the sale of food (including central administrative offices and auxiliary with stock); and (6) food agents and brokers with stock. Establishments from each kind of business were selected on a probability basis proportionate to size, with 1958 inventories as the measure of size.

A sample of wholesale firms entering business since 1958, including separately incorporated sales subsidiaries of manufacturing companies, were drawn from records of firms that obtained Federal Social Security employer identification numbers. Retail firms which had no warehouses in 1958 and manufacturing firms which had no sales branches in 1958 are not represented in the sample. However, new warehouses of retail firms that operated warehouses in 1958 and new sales branches of manufacturing concerns that operated sales branches in 1958 are represented.

Further details of methodology are covered fully in Marketing Research Report No. 632. Measures of sampling error of inventory estimates are provided. They indicate the magnitude of possible error that could occur in two out of three cases as a result of using estimates derived from sampling rather than data from complete enumeration. The smaller the measure of sampling error, the closer the sample estimate is to the true total of the universe.

RESULTS

Food inventories in wholesale warehouses totaled 6.8 billion pounds in 1962. Fruits and vegetables, including both fresh and processed, and "other beverages" (soft drinks,

beer and ale, and wine) accounted for over half the total supply. The milk group, meat and meat substitutes, fats and oils, sugar and sweets, grain products, and miscellaneous (prepared foods) accounted for from 269 to 746 million pounds each (table 1).

Food stocks were tabulated for warehouses by the wholesalers' kind of business and type of operation. The kind-of-business classification generally reflects either the individual commodity or commodity group which is the primary source of the establishment's receipts or some mixture of different commodities which characterizes the establishment's business. The type-of-operation classification reflects the ownership of the goods sold, or character of principal transactions.

For wholesalers classified by kind of business, general line wholesalers had 1.9 billion pounds of food and beverages on hand when surveyed in 1962. This represented 29 percent of total food stocks. Almost half the inventory of these wholesalers was fruits and vegetables. Other groceries and related products wholesalers accounted for 1.4 billion pounds. About half of this supply also was fruits and vegetables. Miscellaneous wholesalers inventoried 38 percent of total food stocks, or 2.5 billion pounds. Retail food warehouses are included in the classification of miscellaneous wholesalers and accounted for most of the inventory of that group. The remaining kinds-of-business wholesalers each inventoried less than 5 percent of total food stocks. However, dairy distributors and meat wholesalers, while not contributing substantially to total food stocks, inventoried as much as 43 percent of the individual food group in which they specialize.

In the type-of-operation classification, merchant food wholesalers were the most important in terms of total volume (table 2). This group had 4.3 billion pounds of food and beverages on hand. Retail food warehouses inventoried about 1.3 billion pounds. The other three types-of-operation wholesalers each inventoried about one-half billion pounds or less of food and beverages.

Certain food products account for a significant part of the total quantity available in each major food group (table 3). Almost one-third of the milk group is canned milk, including evaporated and condensed. Fresh and frozen beef, including edible beef organs and canned prepared meat products, are significant items in the meat and meat substitutes group. Lard and shortenings account for over 30 percent of fats and oils.

Inventories of fruits and vegetables are greater than inventories of the other seven food groups. In this group, five products or groups of products each account for 100 million or more pounds of the 2.6 billion pounds in inventory. They include: nonfrozen fruit juices, fruit drinks, and ciders; canned beans and bean mixtures other than green, wax, and lima; canned tomato paste, sauce, catsup, puree, pulp, and chili sauce; canned corn; and canned peaches. Potatoes and tomato juice each account for slightly under 100 million pounds.

Granulated, cube, and confectioners' powdered sugar is the major item in the sugar and sweets group, accounting for 38 percent. Flour accounted for more than one-third of the grain products group; cookies accounted for an additional million pounds. Canned soups and chowders and canned dog and cat food each contributed over 150 million pounds to inventories of the miscellaneous preparations group. Beer and ale in cans and bottles is the largest single item in the "other beverages" group with inventories of 794 million pounds. Stocks on hand of this item are greater by far than stocks of any other single product or group of products audited.

Table 1.--Estimated inventory of wholesale food and beverage stocks by food group and kind of business of wholesaler, United States, June 30, 1962

(Including warehouses of retail multiunit organizations)

Kind of business	Total food	Milk group	Meat & meat substitutes	Fats & oils	Fruits & vegetables	Sugar & sweets	Grain products	Other beverages	Miscellaneous
Total, all kinds of business.....	6,781,242	366,281	551,900	269,073	2,558,009	510,619	745,819	1,191,271	588,270
General line wholesalers.....	1,945,795	78,750	89,960	82,336	946,463	185,355	264,766	40,503	257,662
Dairy products distributors.....	212,817	158,966	1,104	39,554	2/	9,191	2,237	2/	1,765
Poultry, poultry products distributors..	60,075	2/	42,496	3,229	10,232	2/	2/	2/	4,118
Confectionery wholesalers.....	122,380	3,297	2/	807	53,718	57,700	4,475	2,383	2/
Fish, seafood distributors.....	21,066	2/	14,901	538	5,116	511	2/	2/	2/
Meat, meat products wholesalers.....	295,330	10,256	218,552	27,715	28,138	511	746	2/	9,442
Fresh fruit, vegetables wholesalers.....	234,801	2,198	1,104	2,422	209,757	15,318	2,237	2/	1,765
Other groceries and related products wholesalers.....	1,398,730	31,866	56,846	40,899	695,779	83,231	323,686	42,886	123,537
Miscellaneous 1/.....	2,490,248	80,948	126,937	71,573	608,806	158,802	147,672	1,105,499	190,011

1/ Includes retail food warehouses; beer, wine, and distilled spirits distributors; and tobacco, drugs, and other nonfood merchant wholesalers. 2/ Less than 1,000 pounds.

Table 2.--Estimated inventory of wholesale food and beverage stocks by food group and type of operation of wholesaler, United States, June, 30, 1962

(Including warehouses of retail multiunit organizations)

Type of operation	Total food	Milk group	Meat & meat substitutes	Fats & oils	Fruits & vegetables	Sugar & sweets	Grain products	Other beverages	Miscellaneous
Total, all types of operation.....	6,781,242	366,281	551,900	269,073	2,558,009	510,619	745,819	1,191,271	588,270
Merchant food wholesalers.....	4,332,728	210,245	326,725	147,721	1,680,612	350,285	490,749	796,960	329,431
Manufacturers' sales branches.....	555,665	54,942	77,266	42,514	127,900	15,319	111,127	57,181	69,416
Assemblers of edible farm products.....	211,538	17,215	13,246	4,574	176,503	2/	2/	2/	2/
Other wholesalers 1/.....	403,230	9,157	10,486	10,225	28,138	44,934	12,679	281,140	6,471
Retail food warehouses.....	1,278,081	74,722	124,177	64,039	544,856	100,081	131,264	55,990	182,952

1/ Includes wine, and distilled spirits distributors; tobacco, drugs, and other nonfood merchant wholesalers; and food agents and brokers with stocks. 2/ Less than 1,000 pounds.

Table 3.--Estimated inventory of food products and beverages in warehouses of wholesalers by specified product and major food group, United States, June 30, 1962

(Including warehouses of retail multiunit organizations)

Food group and product	Quantity	Approximate coefficient of variation $\frac{1}{}$
	1,000 lb.	Percent
A. MILK GROUP:		
Cheese spreads and cheeses other than natural or processed (includes cheese packed in tin or glass).....	9,125	27
Bulk and packaged natural and processed cheese (excluding cheese packed in tin or glass).....	98,227	17
Dry milk products and mixtures containing 50 percent milk solids (excluding ice cream mixes)--includes dry skim milk, dry whole milk, dry buttermilk, malted milk, infant dry milk foods.....	70,002	25
Cottage cheese.....	445	80
Canned milk, including evaporated and condensed.....	112,595	13
Dry or paste ice cream and sherbet mixes.....	4,206	46
Ice cream, sherbets, and ices (includes popsicles, ice cream rolls, etc., as well as bulk and packaged forms).....	30,216	35
Dairy drinks, excluding fluid milk and fruit juice drinks (including butter-milk, chocolate milk, eggnog, etc.).....	1,908	58
Whipped cream toppings.....	1,040	80
Fluid milk, including skim milk (excluding cream, chocolate milk, butter-milk, and condensed or evaporated milk).....	38,517	23
Total.....	366,281	---
B. MEAT AND MEAT SUBSTITUTES:		
All bulk or packaged fresh and frozen beef and edible beef organs.....	87,695	13
All bulk or packaged fresh and frozen veal and edible veal organs.....	6,521	31
All bulk or packaged fresh and frozen lamb and mutton and edible lamb and mutton organs.....	3,752	37
All bulk or packaged fresh and frozen pork and edible pork organs.....	37,214	17
Dry salt pork.....	5,195	29
Smoked hams and picnics (except canned).....	14,010	27
Sliced bacon (except canned).....	6,232	26
Smoked pork products excluding hams and bacon.....	1,986	46
Cooked, boiled and ready-to-eat pork (excluding canned and smoked products).....	30,030	46
Fresh sausage, not canned.....	8,895	46
Frankfurters--not canned or bottled.....	9,754	46
Bologna, all types, and liver sausage or braunschweiger--not canned.....	481	46
Salami, all types--not canned.....	663	37
Prepared luncheon meat loaves other than jellied meat products--not canned (examples: luxury loaf, pimento loaf, etc.).....	8,282	27
Jellied meat products and other meat preparations (souse, head cheese, puddings, scrapple and similar products)--not canned.....	5,598	46
Canned or bottled prepared meat products containing 20 percent or more meat (excluding dog and cat food).....	79,524	14
Pickled or cured beef, veal or lamb (except packed in glass or tin).....	2,258	46
Live, fresh, or frozen chickens of all types (whole or in parts)--not canned.....	20,593	23
Live, fresh, or frozen poultry and game (whole or in parts), except chickens--not canned (includes turkeys, geese, ducks, rabbits, etc.).....	51,345	37
Canned tuna fish.....	26,342	20
Canned fish and other seafood, except tuna.....	37,007	21
Salted or pickled fish.....	2,354	37
Cured fish other than salted or pickled, except smoked salmon.....	20,639	31
Canned and bottled poultry and poultry products (except soup).....	2,322	46
Frozen fish and other seafood, packaged.....	16,700	58
Fresh fish, except shell fish.....	15,960	31
Eggs.....	50,548	21
Total.....	551,900	---

See footnote at end of table.

Table 3.--Estimated inventory of food products and beverages in warehouses of wholesalers by specified product and major food group, United States, June 30, 1962--Continued

(Including warehouses of retail multiunit organizations)

Food group and product	Quantity	Approximate coefficient of variation $\frac{1}{}$
	1,000. lb.	Percent
C. <u>FATS AND OILS:</u>		
Lard and shortenings (bulk or packaged).....	83,184	12
Butter.....	30,624	20
Mayonnaise, salad dressings, and sandwich spreads with a mayonnaise or salad dressing base (includes french and russian dressing, thousand island, tartar sauce, etc.).....	46,279	16
Margarine.....	59,387	15
Salad and cooking oils (including olive oil, corn oil, oils made from vegetable or animal base).....	49,599	14
Total.....	269,073	---
D. <u>FRUITS AND VEGETABLES:</u>		
Fresh oranges.....	72,164	23
Fresh citrus fruits other than oranges.....	36,777	46
Fresh apples.....	17,310	63
Fresh bananas.....	53,403	46
Fresh peaches, apricots, and nectarines.....	68,717	46
Fresh grapes, berries, and cherries.....	1,581	70
Fresh melons.....	83,231	37
Fresh pears, persimmons, pineapples, plums and prunes, avocados.....	7,075	58
Nuts, not salted, roasted or blanched (including nuts in shell).....	2,255	46
Fresh turnips, parsnips, rutabagas, and beets.....	83	70
Fresh white and sweet potatoes.....	97,294	18
Fresh cabbage.....	19,925	63
Fresh carrots.....	8,135	46
Fresh green and dry onions.....	21,192	27
Fresh tomatoes.....	703	70
Fresh lettuce.....	17,834	80
Fresh peas, cauliflower, broccoli, spinach and other cooking greens, eggplant, mushrooms, okra, parsley, pumpkin, rhubarb, celery, cucumbers, green wax beans, peppers, squash, artichokes, asparagus, lima beans, and brussel sprouts.....	16,256	53
Fresh sweet corn.....	11,521	70
Canned and bottled apples, applesauce, and apple butter.....	55,759	26
Canned and bottled apricots.....	25,296	37
Canned and bottled berries, except cranberries.....	1,517	46
Canned and bottled cherries, except maraschino.....	4,617	70
Canned and bottled cranberries and cranberry sauce.....	6,070	27
Canned and bottled orange and grapefruit segments and citrus salad.....	18,880	31
Canned and bottled mixed fruits (fruits for salads, fruit cocktail).....	59,043	22
Canned and bottled peaches.....	105,361	19
Canned and bottled pears.....	47,692	29
Canned and bottled plums and prunes.....	13,969	31
Canned and bottled pineapple segments or chunks and figs.....	68,078	20
Canned and bottled asparagus.....	17,604	58
Canned and bottled fresh lima beans.....	70,612	31
Canned and bottled green and wax beans.....	54,625	37
Canned and bottled beets.....	24,167	58
Canned and bottled corn.....	111,546	17
Canned and bottled carrots and mixed vegetables.....	21,180	25
Canned and bottled onions, pumpkin, squash, okra, and hominy.....	27,168	29
Canned and bottled peas.....	68,010	17
Canned and bottled spinach.....	6,633	46
Canned and bottled tomatoes (excluding tomato products such as catsup, sauce, paste, puree, etc.).....	91,453	37
Canned and bottled beans other than green, wax, or lima (includes baked beans, pork and beans, etc.).....	192,164	15

See footnote at end of table.

Table 3.--Estimated inventory of food products and beverages in warehouses of wholesalers by specified product and major food group, United States, June 30, 1962--Continued

(Including warehouses of retail multiunit organizations)

Food group and product	Quantity	Approximate coefficient of variation <u>1/</u>
	1,000 lb.	Percent
D. FRUITS AND VEGETABLES: Continued		
Canned, bottled, frozen and dehydrated potatoes.....	17,999	37
Canned and bottled tomato paste, catsup, chili sauce, puree, pulp and sauce..	151,927	17
Canned and bottled or bulk sauerkraut.....	10,519	46
Canned, bottled or packaged nonfrozen fruit juices, ciders, and fruit drinks: (including citrus and mixed juices).....	359,841	15
Canned and bottled nonfrozen tomato juice.....	95,616	29
Canned and bottled nonfrozen vegetable juices other than tomato juice.....	20,845	37
Dried and dehydrated fruits, excluding coconut.....	63,007	26
Dried and dehydrated packaged and bulk vegetables and vegetable mixes, excluding soup mixes and potatoes (examples: dried peas and beans).....	17,614	18
Cucumber pickles and pickle products.....	60,226	25
Frozen strawberries.....	4,741	46
Frozen fruits and berries, other than strawberries.....	2,158	46
Frozen concentrated orange juice.....	34,868	26
Frozen concentrated grape juice.....	2,869	58
Frozen concentrated fruit and berry juices and drinks other than orange, lemonade and grape juice.....	5,136	46
Frozen asparagus, broccoli, brussel sprouts, and green and wax beans.....	4,763	46
Frozen fresh lima beans.....	13,707	58
Frozen fresh green peas.....	3,023	58
Frozen spinach and other cooking greens.....	1,886	46
Frozen squash, carrots, sweet corn, mixed vegetables, okra and rhubarb.....	15,547	37
Frozen concentrated lemonade.....	20,451	63
Salted, roasted or blanched nuts sold in bulk or packages.....	9,585	23
Canned or bottled nuts, (including peanuts).....	8,811	23
Potato and corn chips.....	560	37
Shredded or dried coconut.....	5,396	46
Mincemeat.....	14	100
Total.....	2,558,009	---
E. SUGAR AND SWEETS:		
Granulated, cube, and confectioners' powdered sugar (beet or cane).....	194,965	11
Brown and other sugar.....	18,988	21
Bulk, candy sold by the pound and boxed candy sold in pound or larger boxes..	14,971	25
Candy sold by the piece, bar, or package, less than one pound.....	91,496	13
Unsweetened baking chocolate.....	846	46
Sweetened baking chocolate.....	253	58
Unsweetened powdered cocoa in cans or packages.....	5,857	37
Sweetened or mixed powdered cocoa in cans or packages.....	5,264	37
Chocolate syrups and other syrups used as flavoring agents.....	53,867	29
Jams, preserves, jellies, fruit butter and marmalades (except apple butter)..	54,272	16
Sweetening syrups and molasses, mixed or blended (except chocolate syrup) includes cane, corn, maple, sorghum and blends.....	47,478	18
Peanut butter.....	21,079	21
Fresh honey.....	1,283	58
Total.....	510,619	---
F. GRAIN PRODUCTS:		
Flour (white, rye, whole wheat, etc.), enriched plain, self-rising, (excluding blends and mixes).....	265,309	10
Corn meal (for human consumption).....	21,071	18
Corn grits and hominy grits (for human consumption).....	8,565	31
Ready-to-serve breakfast foods (excluding baby cereals).....	73,798	18
Breakfast foods to be cooked before serving (excluding baby cereals).....	39,726	15
Baby cereal foods, to be cooked or ready-to-eat.....	2,081	46
Rice, all kinds, packaged and bulk.....	31,457	16
Prepared pancake and waffle mixes.....	22,003	21

See footnote at end of table.

Table 3.--Estimated inventory of food products and beverages in warehouses of wholesalers by specified product and major food group, United States, June 30, 1962.--Continued

(Including warehouses of retail multiunit organizations)

Food group and product	Quantity	Approximate coefficient of variation $\frac{1}{}$
	1,000 lb.	Percent
F. GRAIN PRODUCTS: Continued		
Prepared cake, biscuit, pie-crust and other flour mixes (excluding pan-cake and waffle mixes).....	72,292	13
White, raisin, and other specialty breads (including rye, pumpernickel and whole wheat).....	352	46
All bread type rolls including brown-and-serve rolls.....	668	80
Cakes, pies, sweet rolls, doughnuts, puff pastry, cream puffs, eclairs, ladyfingers and french pastry, not frozen.....	4,346	46
Cookies.....	101,905	20
Crackers.....	37,455	21
Pretzels.....	1,147	58
Prepared refrigerated dough for biscuits, cookies and sweet rolls.....	5,639	46
Corn starches, edible.....	7,902	27
Macaroni, spaghetti, vermicelli and other macaroni and noodle type products.....	36,637	15
Popcorn, canned or bulk, popped or unpopped.....	13,466	25
Total.....	745,819	---
G. OTHER BEVERAGES:		
Noncarbonated soft drinks.....	15,780	46
Carbonated soft drinks, water, and club soda (excluding root beer and sarsaparilla flavors).....	101,170	19
Carbonated soft drinks--root beer and sarsaparilla flavors (excluding dietetic drinks).....	13,980	16
Beer and ale in cans and bottles.....	793,823	13
Beer and ale in barrels and kegs.....	117,605	14
Still fruit table and dessert wines.....	132,701	18
Vermouth.....	16,212	37
Total.....	1,191,271	---
H. MISCELLANEOUS PREPARATIONS:		
Desserts (ready-to-mix) except ice cream mix (includes gelatin desserts and powdered pudding or pie filling preparations).....	35,652	20
Frozen prepared waffles, pancakes and pies.....	17,909	31
Dog and cat food.....	235,446	11
Canned and bottled spaghetti and macaroni products with meat.....	34,857	27
Canned and bottled spaghetti and macaroni products without meat.....	16,382	17
Canned and bottled Chinese food (chow mein, chop suey, etc.).....	9,016	22
Canned and bottled baby foods.....	51,525	20
Canned soups and chowders (includes frozen soups and chowders).....	166,106	18
Dried and dehydrated soup mixes including bouillon cubes.....	5,231	37
Frozen macaroni and spaghetti and other macaroni-type products.....	1,157	37
Meat and poultry pot pies and prepared dinners, frozen or unfrozen.....	14,989	46
Total.....	588,270	---
Grand total, all products.....	6,781,242	---

$\frac{1}{}$ All sampling errors in this column are in the form of coefficients of variation at the one standard deviation level and provide only approximate measures of reliability for the commodities noted.

